

# THE SPOTLight

News From Councilmember Sherri Lightner

City of San Diego, District One

January 11, 2012

## Representing the communities of:

- Black Mountain Ranch
- Carmel Valley
- Del Mar Mesa
- La Jolla
- Pacific Highlands Ranch
- Rancho Peñasquitos
- Torrey Highlands
- Torrey Hills
- Torrey Pines
- University City

## Inside this issue:

Convention Center Expansion	2
Traffic Calming on Torrey Pines	2
UC Community Cleanup	2
Sherri in the Community	3
Recycled Water in PQ	3
Local Business SpotLight	3
Working for You	4

## 2012: The Year Ahead

Sherri is proud of all she and her staff accomplished this last year.

From getting potholes filled to crafting her Comprehensive Water Policy to fighting to improve public safety and neighborhood services, Sherri worked hard to represent the communities and constituents of District 1.

It will be no different in 2012. Here are some of her top priorities for the coming year:

### Economic Development

As chair of the newly created Economic Development and Strategies Committee, Sherri will work to help create a long-term vision for San Diego's economy.

This new committee will look for ways to cut red tape at City Hall as well as develop innovative approaches to retain, attract and grow local businesses.

### City Services

Sherri will continue to focus on providing key city services: resurfacing streets, fixing potholes and streetlights, adequately funding public safety as well as maintaining library and rec center hours. She'll balance these priorities while continuing to work on closing San Diego's budget deficit.

### Water Policy

With the unanimous adoption of Sherri's Comprehen-



*Sherri is a big supporter of local businesses. Here she is checking out an EcoATM at the grand opening of the EvoNexus incubator in University City in 2010.*

sive Water Policy in the fall, the next step is to come up with an action plan.

Sherri plans to propose the structure and direction of a new Water Policy Task Force early this year, with its membership to be set by spring.

## Managed Competition Comes to San Diego Streets

On Dec. 6, Sherri along with the majority of her City Council colleagues approved opening up street maintenance duties to the city's ongoing managed competition process.

Managed competition allows for private firms to bid along-

side city employees and encourages city departments to find new and innovative ways to cut costs while delivering top-notch services.

City workers won the managed competition process in the printing and fleet services departments, resulting in

savings of more than \$5 million annually.

Going forward, Sherri wants to find ways to improve service levels and response times as part of managed competition as well as continue to ensure adequate oversight for city contractors.

## Update: Convention Center Expansion



*Proposed Convention Center expansion.*

The Convention Center expansion continues to move forward despite Sherri's concerns that it unfairly and inequitably raises taxes on hotels in District 1.

Last month the San Diego City Council voted 6-2, with Sherri voting no, to approve a funding formula which would raise taxes on hotels throughout the City of San Diego.

Downtown hotels, which are most likely to benefit from the proposed expansion, would see

a 3 percent increase. Hotels just beyond downtown in areas like Mission Valley and Mission Beach would have a 2 percent bump while hotels in La Jolla, Carmel Valley, Torrey Hills and the UTC area would experience a 1 percent increase.

Sherri understands how important the Convention Center is to San Diego's local economy but believes the current funding model puts an unfair burden on District 1 hotels, which will see little benefit from the proposed

expansion.

Sherri plans to work with hoteliers to find new sources of funding in order to lessen the tax burden on District 1 hotels. Some in the hotel community have suggested asking Coronado hotels or Indian gaming establishments to pitch in.

"We have to make sure that we have a workable and fair funding model — one that makes sense for hotels and taxpayers alike," Sherri said.

*"These new radar speed signs show drivers how fast they are driving, encouraging them to slow down and stay within the speed limit."*

## Torrey Pines Corridor: Traffic Calming Coming

Speeding cars along Torrey Pines Road are a big concern for La Jolla residents and visitors alike.

While work continues on the ambitious Torrey Pines Corridor project, Sherri wants a more immediate solution.

So she has spent funds out of her office budget to pay for two

V-calm signs — radar speed indicator signs — to be placed on Torrey Pines Road both on the outbound and inbound routes to the Village.

These radar speed signs show drivers how fast they are driving, encouraging them to slow down and stay within the speed limit.

City crews installed the signs the first week of January.



## Community Cleanup: University City



*Looking to clear out your garage? Get together with your neighbors and ask for a community cleanup.*

Your garage is a cluttered mess, but you've been too busy to make the trip to the dump.

Don't worry. The City of San Diego's Environmental Services Department is ready to help.

It conducts special community cleanup events in neighbor-

hoods throughout the city. It selects which neighborhoods to focus on based upon constituent requests, pledges of community involvement and previous participation levels.

On Dec. 7, Environmental Services partnered with Sherri's office to conduct a mini com-

munity cleanup in the University City area, removing a total of 5.61 tons of waste (4.29 tons of non-recyclables and 1.32 tons of recyclables) from the neighborhood.

Interested in having a cleanup in your neighborhood? Give us a call at (619) 236-6611.

## Sherri Around Town in December



Sherri joined Council colleague Kevin Faulconer and the San Diego Lifeguards on Dec. 13 to promote the "Toys for Tots" drive.

Sherri enjoyed attending the 76th Annual Safety Patrol Award Ceremony on Dec. 10 and helped recognize the hard work of school children around San Diego in keeping their classmates safe.



Sherri joined General and Mrs. O'Donnell at their holiday open house at MCAS Miramar on Dec. 7 to help celebrate the season as well as all the men and women in uniform serving around the world.

Bright lights, big holiday fun at the UC Tree Lighting Ceremony on Dec. 9.



## Rancho Peñasquitos: Primed for Recycled Water

To conserve drinking water and encourage water reuse, the City of San Diego has begun work on the next phase of the ambitious Los Peñasquitos Recycled Water Pipeline.

This project will install 1.7 miles of purple pipe, which is used to distribute recycled water for such outdoor use as landscap-

ing and golf course irrigation.

Purple pipe was a key component of Sherri's recently approved Comprehensive Water Policy because it encourages the use of recycled water — an important factor in creating a sustainable water supply for San Diego. The project broke ground in the fall and is ex-

pected to be completed by the fall of 2012.

Almost 70 percent of the project will be underground on existing roadways such as Park Village Road, Camino del Sur and in Canyonside Park.

For more information about the project, click [here](#).

*Purple pipe delivers much-needed recycled water for outdoor uses. It's a critical component to creating a sustainable water supply for San Diego.*

## Local Business Spotlight: Cinepolis

Sherri is a big supporter of San Diego's business community. Having started several engineering companies with her husband, Bruce, over the years, she knows firsthand the challenges businesses face.

Each month, she will be promoting some of District 1's

newest and most innovative businesses in The SpotLight and online.

**Who:** Cinepolis

**Where:** [12905 El Camino Real, San Diego CA 92130](#) at Del Mar Highlands Town Center.

**What you'll find:** A luxury movie theater with leather recliner seats and full bar and

restaurant service.

**The upside:** Cinepolis chose Carmel Valley to offer its unique, upscale movie experience. Since opening, the theater has added more than 100 jobs to the local economy.



*Carmel Valley is home to the new Cinepolis.*



## Working for You in the Community



*Need assistance in getting a pothole fixed? Call Sherri's office at (619) 236-6611. We are here to help.*

Helping constituents get potholes filled, streetlights fixed and other neighborhood repairs is one of Sherri's top priorities. Here is a sampling of what Sherri and her staff worked on this past month:

### Potholes

- Torrey Pines Road between Ivanhoe and Park Row
- Carmel Mountain Road between Entrenken Way and Black Mountain Road
- Portofino Drive just before Portofino Circle
- Avenida Manana at Nautilus Street
- Arriba Street from Cargill

- Avenue to Regents Road
- Radcliffe Drive between Notre Dame Avenue and Radcliffe Lane
- Valley Center Drive and El Camino Real
- 7833 Via Capri
- Tyrian Street from Bonair Street to Gravilla Street
- Moratalla Terrace and San Bruno Cove
- San Bruno Cove and Del Mar Trails

### Streetlights

- Streetlight fixed on Carmel Country Road just south of Townsgate Drive

### Weed Abatement

- Overgrown ice plant and weeds cut back on Nautilus Avenue between Via Estrada and La Jolla Scenic Drive
- Tree blocking traffic signal at Torrey Pines Road and Glenbrook Way cut back

### Del Mar Mesa Road Fixed

As promised, the portion of Del Mar Mesa Road that was sinking has been rebuilt. Sherri worked closely with the Mayor's office and city staff to get this critical repair project completed.

Sherri is on the Web at  
[sandiego.gov/citycouncil/cd1/](http://sandiego.gov/citycouncil/cd1/)

Follow Sherri:



Facebook: [www.facebook.com/SherriLightner](http://www.facebook.com/SherriLightner)



Twitter: [www.twitter.com/#!/SherriLightner](http://www.twitter.com/#!/SherriLightner)



**Councilmember  
Sherri Lightner — District 1**

202 C Street, MS 10-A  
San Diego, CA 92101

Phone: (619) 236-6611  
Fax: (619) 236-6999  
E-mail:  
[serrilightner@sandiego.gov](mailto:sherrilightner@sandiego.gov)

### Your Community Representatives

If you have a concern or question about an issue in your neighborhood, please contact our constituent services representative, Janie Hoover, or your community representative. We're here to help!

#### Torrey Hills / Constituent Services (street repairs, water leaks, traffic issues, code compliance, etc.)

Janie Hoover      [jmhoover@sandiego.gov](mailto:jmhoover@sandiego.gov)      (619) 236-6611

#### La Jolla

Erin Demorest      [edemorest@sandiego.gov](mailto:edemorest@sandiego.gov)      (619) 236-6611

#### Black Mountain Ranch / Rancho Peñasquitos / Torrey Highlands

Stephen Heverly      [sheverly@sandiego.gov](mailto:sheverly@sandiego.gov)      (619) 236-6611

#### Torrey Pines

Mo Kantner      [mkantner@sandiego.gov](mailto:mkantner@sandiego.gov)      (619) 236-6611

#### University City / UCSD

Jesse Mays      [jmays@sandiego.gov](mailto:jmays@sandiego.gov)      (619) 236-6611

#### Carmel Valley / Pacific Highlands Ranch / Del Mar Mesa

Mel Millstein      [mmillstein@sandiego.gov](mailto:mmillstein@sandiego.gov)      (619) 236-6611